

Calendar of Health Events

Promote the Live Like Your Life Depends On It campaign monthly by incorporating campaign materials into monthly theme activities.

June

June 9-15, 2008 National Men's Health Week

Men's Health Week is celebrated each year as the week leading up to and including Father's Day. The purpose of Men's Health Week is to heighten the awareness of preventable health problems and encourage early detection and treatment of disease among men and boys. This week gives health care providers, public policy makers, the media, and individuals an opportunity to encourage men and boys to seek regular medical advice and early treatment for disease and injury. Recognizing and preventing men's health problems is not just a man's issue. Because of its impact on wives, mothers, daughters, and sisters, men's health is truly a family issue.



Suggested Activities:

- Coordinate with health groups (nonprofits, wellness centers, hospitals, doctors, dentists, chiropractors, etc) to have a men' health information table, or display information in another way. Include Live Like Your Life Depends On It Health Screening Card for Men and Exam Table, Get Healthy Screenings, or Be Tobacco Free message cards. Also consider including Caring for Your Health: A Missouri Men's Handbook available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #892). [Click here](#) to order. Also available electronically at <http://www.dhss.mo.gov/MensHealth/MENCaringHealthHdbk.pdf>.
- Host a free screening for the community or at a worksite. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low income populations. [Click here](#) to locate an FQHC in your area. There are a wide range of screenings, such as blood pressure, cholesterol, blood glucose, PSA (prostate specific antigen) and BMI. Distribute Live Like Your Life Depends On It brochure, Top Ten Flyer, Be Tobacco Free message cards and/or Health Screening Card for Men. Promote event using Live Like Your Life Depends On It Get Health Screenings radio spots, prints ads, sample newsletter articles, message cards and/or posters.
- Schedule a local nurse, doctor, or health educator to give a lecture on men's health at a local worksite, church, community group, senior center, etc. Distribute Live Like Your Life Depends On It brochure, Top Ten Flyer and/or Health Screening Card for Men at event. Promote event using Live Like Your Life Depends On It Get Health Screenings radio spots,

prints ads, sample newsletter articles, message cards and/or posters. Also consider distributing Caring for Your Health: A Missouri Men's Handbook available free of charge from the Missouri Department of Health and Senior Services' Warehouse (Literature #892).

[Click here](#) to order. Also available electronically at

<http://www.dhss.mo.gov/MensHealth/MENCaringHealthHdbk.pdf>.

- Set up a table, or display in another way, information on men's health at a store, restaurant, pharmacy, barber shop, gym, library, community center, etc. Include Live Like Your Life Depends On It brochure, Health Screening Card for Men, and/or Exam Table, Get Healthy Screenings, or Be Tobacco Free message cards.
- Ask local churches and other faith-based organizations to promote Men's Health on Father's Day by including information about it in the church flyers/newsletters. Distribute Live Like Your Life Depends On It Health Screening Card for Men or Hours of TV message card.

To order Live Like Your Life Depends On It Campaign Materials: [\(click here\)](#)

For more information on National Men's Health Week	For more information on Men's Health
Men's Health Network 236 Massachusetts Avenue NE, Suite 301 P.O. Box 75972 Washington, DC 20013 (888) MEN-2-MEN (636-2636) Men's Healthline (202) 543-MHN-1 (543-6461) x101 (202) 543-2727 Fax www.menshealthweek.org	Office on Women's Health MO Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 573-526-0445 573-522-3023 Fax www.dhss.mo.gov/MensHealth

Observance pulled from National Health Information Center's 2008 National Health Observances at

<http://www.healthfinder.gov/nho/default.aspx>